

**REMARKS**

This Amendment is in response to the Non-Final Office Action mailed on May 11, 2010, for the present application, which has been reviewed. The present amended claims 1, 2, 18, 23 and 26 and new claims 42 and 43 considered together with the following remarks, the arguments below, the written statement per 37 C.F.R. § 1.133(b) regarding substance of an Applicant initiated telephone interview with the Examiner on October 20, 2010, , and request for reconsideration are believed sufficient to place the application into condition for allowance. No new matter has been added to the application. Applicants express appreciation for the thoughtful examination by the Examiner and his helpful comments during the telephone interview. Support for the amendments can be found in the specification in paragraphs 0024, 0031 and 0032 of the U.S. Publication No. 2005/0108383.

**Rejection of Claim 1-18 and 20-42 under 35 U.S.C. §103 Should Be Withdrawn.**

The present action rejects claims 1-6, 9, 41 and 42 under 35 U.S.C. §103(a) as being unpatentable over Onoe et al. (U.S. Patent No. 5,951,642), in view of Spaid et al. (U.S. Publication No. 2004/0139192). Applicants respectfully traverse these rejections and request favorable reconsideration and withdrawal of this rejection. Further, Applicants submit this rejection is rendered moot by the following comments and the current amendments.

The Office Action rejects claim 1 stating that Spaid describes “wherein said remote server includes a processing program configured to assign a score to each said recorded Internet access activity”. Spaid discloses logging visitor data and session data for a website viewing session established between a website visitor and a website having one or more website pages, and evaluates each of the logged visitor data and session data to compute a score for the website viewing session. That is, it appears that the score of Spaid is calculated for the overall session experience for determining an effectiveness of a website specifically as a

marketing tool (See, para. 0020). The present application, on the other hand, discloses rating the actual content of an activity and not the overall session experience. That is, the overall content of an actual activity is examined to determine the nature of that activity, for the purpose of determining whether the activity is objectionable, rather than analyzing the session experience for marketing purposes. In the Examiner Interview summarized above, the distinctions were pointed out to the Examiner to highlight that Spaid fails to describe or suggest analyzing the content of each page of the activity, since Spaid simply analyzes the session data as a whole.

In order to further the prosecution of this application, and without acquiescing to the Examiner's rejection and while reserving the right to prosecute the original claims (or similar claims) in the future, Applicant has amended claim 1 to clarify the above disclosed distinction and recites "a processing program configured to analyze the content of each page of said internet access activity and assign a score to each said recorded Internet access activity". As stated above, Applicant submits that Spaid fails to describe or suggest this limitation and instead appears to describe a score calculated for the overall session experience with respect to the time spent on the session for determining an effectiveness of a website specifically as a marketing tool rather than the actual content of each page of the access activity as recited in claim 1 (See, Spaid para. 0020). As such, Applicant submits that Spaid fails to describe or suggest "a processing program configured to analyze the content of each page of said internet access activity and assign a score to each said recorded Internet access activity".

Furthermore, the present action combines Spaid with the system of Onoe, stating that it would have been obvious to a person skilled in the art at the time the invention was made to combine the teaching of Onoe and Spaid because the teaching of score and ranking websites would enable the Applicant to provide a system which website quality can be established. Applicants respectfully submit that no person of ordinary skill in the art would make the

combination as suggested. Onoe already describes a method of determining website effectiveness by calculating statistical data, and therefore provides for a comprehensive method of calculating the effectiveness of the data, there is no suggestion that the method of Spaid would be any more effective than that of Onoe, and the combination would render Onoe inoperable for its intended purpose as it would involve replacing the described method of determining website effectiveness with the method of Spaid. As such, one with ordinary skill in the art would not combine Spaid with Onoe, because the teachings of Spaid would be contrary to what is described in Onoe. As such, for the reasons discussed above, the above-cited combination fails to describe or suggest what is recited by claim 1.

Claims 2-6, 42 and 43 depend upon claim 1 and are also not rendered obvious by the above-cited combination, at least due to their dependence upon claim 1 and for the reasons discussed above with respect to claim 1.

Further, with respect to claim 42, the Office Action asserts that Spaid describes wherein said score provides an indication of whether said Internet access activity is considered an objectionable activity citing to paragraph 0035 of Spaid. Applicant respectfully submits that the cited paragraph fails to describe or suggest this limitation and no other portion of Spaid appears to disclose this limitation. Instead, Spaid provides a method of providing an overall score of a session and therefore indicating the effectiveness of a website, specifically, as a marketing tool. This is different than analyzing the content of the website to provide an indication of whether said Internet access activity is considered an objectionable activity. As such, the above-cited combination fails to describe or suggest what is recited by claim 42 for these additional reasons.

Claims 7, 8 and 10-17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Onoe et al. (U.S. Patent No. 5,951,642), in view of Spaid et al. (U.S. Publication No. 2004/0139192), and further in view of McFarlane et al. (U.S. Patent No. 2002/011887).

Claims 7, 8 and 10-17 depend upon claim 1 and are also not rendered obvious by the above-cited combination, at least due to their dependence upon claim 1 and for the reasons discussed above with respect to claim 1.

Claims 18, 20, 29, 30, 34 and 35 are rejected under 35 U.S.C. 103(a) as being unpatentable over Onoe et al. (U.S. Patent No. 5,951,642), in view of McFarlane et al. (U.S. Patent No. 2002/0111887). Applicants respectfully traverse these rejections and request favorable reconsideration and withdrawal of this rejection. Further, Applicants submit this rejection is rendered moot by the following comments.

In rejecting claim 18, the present action states that Onoe does not specifically disclose transferring said recorded Internet access activity to a second database and instead relies on McFarlane as disclosing this limitation. Specifically, the action appears to state that McFarlane disclosing of importing firewall log files to a database described in the Abstract, FIG. 2 and paragraph 0023 of McFarlane discloses the limitation "transferring said Internet access activity to a second database". Applicants respectfully submit that neither the cited portion of McFarlane nor the reference as a whole appear to describe or suggest this limitation.

Claim 18 specifically recites in part "recording said Internet access activity on a first database located within a remote server; processing said recorded Internet access activity; and transferring said processed Internet access activity to a second database." Similar to Onoe, Applicant submits that McFarlane also does not appear to describe this limitation. Instead, McFarlane describes importing log files 28 into a database ... to apply the log file data to the master database. First it appears that the log files are only transferred to a first database, i.e., the database, and there is no discussion of transferring said processed Internet access activity to a second database as recited in claim 18. Furthermore, claim 18 recites processing said Internet access activity and transferring said processed Internet access activity to a second database. The cited portions of McFarlane appear to discuss sending the log files to the

database to apply the log files that contain the log information for a defined period of time (See, para. 0023). As such, it appears that the cited portion of McFarlane is disclosing transferring the log files to a first database before processing, i.e., applying the log file information, and fails to describe or suggest transferring said processed Internet access activity to a second database as recited in claim 18. As such, Applicant respectfully submits that the above-cited combination fails to describe or suggest each limitation as recited in claim 18.

Next, with respect to claim 29 the Examiner states that McFarlane discloses reports including a plurality of portions containing a list of said recorded Internet access activity of one of said Internet protocols, and wherein said portions further include a computer link to connect to another portion of said report.

The present action in supporting his assertion cites to FIG. 3 and paragraphs 0024 and 0032 of McFarlane disclosing "the summary report includes links to more detailed summary information" (See, Office Action, page 9). While McFarlane discloses a summary report link, this is different than what is recited in claim 29. Claim 29 recites a report having a plurality of portions, each portion being related to a specific Internet protocol and providing links from one portion, i.e., internet protocol, to another portion, i.e., a second Internet protocol. This is different than providing a summarized report and providing links to more detailed information where the report is organized with respect to organizational structure of the company, rather than Internet protocols, as disclosed in McFarlane (See, McFarlane, paras. 0024 and 0032). As such, the above-cited combination fails to describe or suggest each limitation as recited in claim 29.

Independent claim 34 recites similar language at least with respect to generating a report of said Internet access activity, said report including a plurality of portions; and providing a link on one portion of said report to electronically connect to at least one other portion of said report, wherein each of said plurality of portions contain information on Internet access of

different Internet protocols. As such, Applicant submits that claim 34 is also not rendered obvious by the above-cited combination at least for the same reasons as stated above with respect to claim 29.

Claims 20, 30 and 35 are dependent claims which variously depend upon allowable independent claims. As such, for the reasons described above and due to their dependence, these claims are also allowable in view of the above cited combination.

Claims 21, 22, 36 and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Onoe et al. (U.S. Patent No. 5,951,642), in view of McFarlane et al. (U.S. Publication No. 2002/0111887), and further in view of Linden et al. (U.S. Patent No. 6,912,505). Applicants respectfully traverse these rejections and request favorable reconsideration and withdrawal of this rejection. Further, Applicants submit this rejection is rendered moot by the following comments. Claims 21, 22, 36 and 37 are dependent claims which variously depend upon allowable independent claims. As such, for the reasons described above and due to their dependence, these claims are also allowable in view of the above-cited combination.

Claims 23, 24-28, 31-33 and 38-40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Onoe et al. (U.S. Patent No. 5,951,642), in view of McFarlane et al. (U.S. Publication No. 2002/0111887), and further in view of Spaid et al. (U.S. Publication No. 2004/0139192). Applicants respectfully traverse these rejections and request favorable reconsideration and withdrawal of this rejection. Further, Applicants submit this rejection is rendered moot by the following comments. Claims 23, 24-28, 31-33 and 38-40 are dependent claims which variously depend upon allowable independent claims. As such, for the reasons described above and due to their dependence, these claims are also allowable in view of the above-cited combination.

In light of the foregoing, Applicant therefore submits claims 1-18 and 20-42 are in condition for allowance, and respectfully requests such allowance.

**New Claims**

Newly submitted claims 43 and 44 are believed to be allowable because they are directed to that which is not shown or suggested in the prior art.

Support for new claim 43 can be found at least on paragraph 0031 of U.S. Publication No. 2005/0108383.

Support for new claim 44 can be found at least on paragraphs 0024, 0031 and 0032 of the U.S. Publication No. 2005/0108383.

**CONCLUSION**

Examiner noted that the prior art of record was considered pertinent to Applicants' disclosure. Applicants have reviewed the prior art of record and submit it does not adversely bear on the patentability of the pending claims.

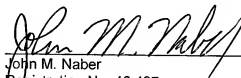
In light of the foregoing, Applicants respectfully submit he has addressed each and every item presented by the Examiner in this Office Action. Favorable reconsideration of all of the claims as amended is earnestly solicited. Applicants submit the present application, with the foregoing claim amendments and accompanying remarks, is in a condition for allowance and respectfully request such allowance.

In the event any further matters requiring attention are noted by Examiner or in the event that prosecution of this application can otherwise be advanced thereby, a telephone call to Applicants' undersigned representative at the number shown below is invited.

The Patent Office is authorized to charge any fee deficiency or refund any excess to Deposit Account No. 06-1135.

Respectfully submitted,

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